

# Merck startet Bewerbungsphase für Start-up-Unternehmen

Kandidaten können sich bis zum 14. August 2015 bewerben. Gründer erhalten von Merck 25.000 € in Form einer stillen Beteiligung

31 JULI 2015, DARMSTADT, GERMANY

## ZUSAMMEN-FASSUNG

*Merck, ein führendes Unternehmen für innovative und hochwertige Hightech-Produkte in den Bereichen Healthcare, Life Science und Performance Materials, hat nationale und internationale Gründer aufgerufen, sich noch bis zum 14. August 2015 um die Förderung innovativer Ideen zu bewerben.*

**D**as Accelerator-Programm richtet sich an junge Unternehmen aus den Bereichen Healthcare, Life Science, Performance Materials sowie der IT-Branche. Das Programm erstreckt sich über drei Monate, in denen mindestens drei ausgewählte Start-ups strategische und operative Beratung sowie finanzielle Unterstützung von 25.000 € in Form einer stillen Beteiligung erhalten. Anteile am Eigenkapital der geförderten Unternehmen und Einflussnahme auf die operative und strategische Führung sind im Programm nicht vorgesehen. Die ersten drei Unternehmen sollen ab 15. September in das neu errichtete, modulare Innovationszentrum in Darmstadt einziehen.

Über die finanzielle und infrastrukturelle Unterstützung hinaus wird Merck die Start-ups im Innovationszentrum mit Unterstützung von Mentoren fördern und ihnen die Teilnahme an verschiedenen Trainings ermöglichen. Nach Ablauf der drei Monate werden die Unternehmen in das Gründernetzwerk von Merck aufgenommen.

“Der Aufbau eines Alumni-Netzwerks ist eines unserer langfristigen Ziele“, sagte der Leiter des Innovationszentrums von Merck, Michael Gamber. „Wir wollen auch über das Accelerator-Programm hinaus für unsere Start-ups eine Heimat sein und mit den Gründern im engen Austausch bleiben.“

Interessenten können sich über diese [Internetseite](#) informieren und bis 14. August bewerben.



## RELEVANTE LINKS

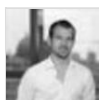
**M** Merck Accelerator

<http://accelerator.merck.de>

## BILDER



## PRESSEKONTAKTE



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## ÜBER RCKT. ROCKET COMMUNICATIONS

**RCKT. is a full service communications agency from Berlin.**

We believe in the power of communication and strong brands.

Our home is the vibrant tech and startup scene. As communications professionals we are united in our core beliefs:

We create compelling and entertaining content to deliver traction

We always listen to our clients, their customers and markets

We love the Internet and embrace technology

We share our passion and go the extra mile

We always stay calm and humble

We love freedom and allow to be different and brave

We keep our word and deliver what we promise

**This is the ABC of communication.**

## **Agenda**

“PR is dead”. This statement makes our industry shiver. But not us. We have been watching closely as the global media landscapes develop and change. Rather than mourning traditional PR, we look forward to a vibrant future of living content that matches the pace of the digital age. It starts right now. We believe that there is and will be a dynamic range of public and media relations, consumer as well as business communications, digital content and offline activities, positioning of people and products, personally tailored stories and real-time interactions across a spectrum of channels and an increase of speed that shapes our agenda. We understand all these correlations and interdependencies. Better: We live, set and surf the agenda – anytime and anywhere.

## **Branding**

A brand is more than the appearance of a company. It's the company's heart and soul. Through insightful crafting, a brand has the power to tap into the deepest aspirations of customers' hearts. We build brands from scratch. Starting with the company's vision and customer insights, we develop engaging brand personalities and lay the groundwork for a company's product and internal culture. Branding isn't about broadcasting a set of messages to the public but about joining a conversation and community. We tune into them and dig out real and relevant stories of high content-value. We believe a brand is the product of a thousand small gestures, which is why we accompany brands throughout their whole journey: from billboards to animations, from branded content to integrated digital campaigns; from young startups to market leaders – we shape brands that are there to stay. Together, we build long-term value for your company.

## **Content**

We've learned a thing or two about proper content over the last few years: First, everyone wants content. Second, very few actually have good content. To produce great content, you have to be brave and be passionate about what you are doing. The days when we looked up to TV stations and editorial offices as the paragons of good content are long gone. The leaders in relevant content are no longer a select few media players, but rather the masses of customers, users, and members of the digital community. A new generation of content creators from all around the globe has taken the place of the old guard. This talented group is creating outstanding content on a daily basis, whether it be more extensive pieces on blogs and YouTube vlogs or shorter work on Twitter or Vine. They inspire us to tell stories that are worth being told and shared with others. We believe in content that is fun, immersive and informative, and at the very least will simply put a smile on your face.

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# **RCKT.**

RCKT. Rocket Communications Pressemitteilungen